

## SANTANDER 2014 ISAF SAILING WORLD CHAMPIONSHIPS 8 – 21 September 2014

### ATHLETE MEDIA GUIDE

The Athlete Media Guide shall apply from 8 September until 21 September 2014

#### 1. Introduction

- 1.1 This Athlete Media Guide (AMG) outlines the media environment that will be in operation during the Santander 2014 ISAF Sailing World Championships, and sets out how athletes will engage with media and associated obligations.
- 1.2 This document is written for athletes, their support teams and Race Officials. Any media representatives should contact the Santander media department ([prensa@santander2014.com](mailto:prensa@santander2014.com)) / ISAF Communications department ([marketing@isaf.com](mailto:marketing@isaf.com)) for information.
- 1.3 By participating in the Event, athletes automatically grant to the Organising Authority and its sponsors the right in perpetuity to make, use and show, from time to time at their discretion, any motion pictures and live, taped or filmed television, audio and other reproductions of the athlete during the period of the competition without compensation (Notice of Race paragraph 18.2).
- 1.4 The Santander 2014 ISAF Sailing World Championships Sailing Instructions (SIs) and supporting documents on penalties clarify the media obligations where penalties will be applied. These are referenced by [SP], [NP] or [DP] in this document.
- 1.5 Supporting documents that will provide more information to athletes include the provisional course allocation plan and tracking system guidance document.
- 1.6 “The Dune” will host ticketed spectators each day. The Organising Authority course allocation strategy aims to provide a good spectator experience whilst providing excellent racing.

#### 2. Media Representation

- 2.1 Approximately 200 media representatives are expected to attend the Santander 2014 ISAF Sailing World Championships. All authorised media personnel will be identified by appropriate accreditation, which determines their access to defined areas on the Venue and in the Sailing Competition Areas.
- 2.2 Sunset+Vine (S+V) is appointed by ISAF as the host broadcaster for the Santander 2014 ISAF Sailing World Championships. S+V will produce and transmit unbiased television coverage. S+V has priority media access to defined areas on the venue and the competition areas, including the boat parks, the mixed zone and media conferences.
- 2.3 A number of other broadcasters will be present, together with photographic and written media journalists. They will have access to on-water controlled areas, the mixed zone and media conferences.
- 2.4 ISAF and Class Association media representatives will generate unbiased news content including athlete comments that will be made available to all reporters and distributed internationally by ISAF each day.

- 2.5 Accredited media boats will be clearly identified on the water. The movement of media boats will be controlled on all courses to ensure minimal disturbance to racing, with additional restrictions for the Duna Course.

The following media boats will be present at the sailing competition:

- 2.5.1 TV (Host Broadcast and Rights Holders) – identified by a yellow and blue media flag;
- 2.5.2 Photo journalists and written press: – identified by a white flag with the Santander2014 Championship logo;
- 2.6 A S+V helicopter will fly to agreed guidelines to minimise any disruption to racing.
- 2.7 The use of any unmanned aerial vehicle (UAV) (remote controlled flying device. drone etc) is prohibited over the racing areas and competition venue.[DP]

### 3. Athlete media responsibilities

#### 3.1 Before competition/before racing

- 3.1.1 A tracking socket will be supplied to all competitors competing in a gold fleet or medal race from their assigned tracking desk once their assignment to the gold fleet or medal race is known. Competitors shall securely mount the socket to their boat as per the supplied instructions. Athletes shall collect a tracking module from their assigned tracking desk, which must be securely fitted to the tracking socket before racing each day. The tracking desks will be located in the CEAR, San Martin and Beach boat parks. [DP][SP] (Sailing Instruction 30.1)

- 3.1.2 Athletes may be asked to carry an on-board camera or dummy camera to be mounted on the boat.

#### 3.2 Sailing out and pre-start [DP][

- 3.2.1 Athletes racing on the Duna course shall 'check in' when they arrive at the course area by sailing between the Spectator Area and the green and white buoys.

#### 3.3 End of race [DP][

- 3.3.1 The top three finishers in any fleet race on the Duna course shall sail past the Spectator Area after finishing their race, before departing the course area.

#### 3.4 Return to shore

- 3.4.1 Competitors shall return the tracking module within the protest time limit to the same place that they received it. [DP][SP] (Sailing Instruction 30.2)

- 3.4.2 Team Press Officers and Class Media Representatives shall be permitted to meet their athletes in the boat park.

- 3.4.3 Athletes may be asked to attend a media press conference (Notice of Race 18.4)

- 3.4.4 Athletes may be asked to be available for interviews outside the formal mixed zone and media conferences, on either training or competition days (Notice of Race paragraph 18.5).

### 4. Additional Medal Race Requirements

- 4.1 A Mixed Zone will be established adjacent to the Quarantine Area for all fleets at the CEAR boat park. S+V will have access to the Quarantine Area in order to conduct pre-race filming and interviews.

- 4.2 Athletes shall go through the mixed zone not less than two hours before the scheduled start time and may choose to do interviews with media representatives.
- 4.3 Athletes in the Medal Races shall 'check in' when they arrive at the Duna course area by sailing between the Spectator Area and the green and white buoys.
- 4.4 The three medal-winning boats shall sail past the Spectator Area before leaving the Duna course area.
- 4.5 Athletes may be asked to give interviews on the water and / or in the CEAR boat park area mixed zone after racing.

## **5. Access To Host Broadcaster Footage**

Due to the limited resources available, and the pressures of post-race TV production, the Organizing Authority will not provide access for competitors or coaches to its video footage for the purposes of protests or redress cases.

## **6. Victory Ceremonies**

- 6.1 Medal winners may be asked to attend a media conference immediately after the Victory Ceremony.

## **7. Additional information**

Medal winners may be requested to attend the Duna spectator venue on a subsequent day. Athletes may be asked to give live interviews or contribute to race analysis.